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ABSTRACT

This book analyzes the needs and interests of today's 12- to 18-year-olds and shows librarians how to plan a wide range of successful services to meet these needs. The book looks at basic issues involved in serving young adults (YAs). Part I begins with considering "Where YA?" services are today and where they are headed. Part II, "Who YA?," focuses on identifying the library customer. Part III answers the question of service: "Why YA?" Part IV, "What YA?," contains chapters on core services to young adults: developing collections, providing reference and readers' advisory services, working with schools, and booktalking. Part V, "How YA?," looks at how services are provided to young adults. This part also contains information on making connections with YAs via the Internet and connecting with other staff through training. The second edition contains updates of new trends in YA literature and concrete suggestions for building collections of print and nonprint media, including Web sites and e-zines (or zines--an electronic magazine format). New features include: Top Ten Lists ("The Best YA Romances," "The Hottest YA Authors"); Bib Squibs (short bibliographies in a wide range of subject areas); planning calendars; ready-to-copy handouts; tips for involving YAs in developing the library's own Web site; a YA "training tool kit" for library staff; and a companion Web site which updates booklists, programming ideas, tips for increasing circulation and has hyperlinks to model YA home pages. Included also are marketing strategies, a bibliography, and an updated appendix with addresses for YA publishers, YA magazines, and YA professional periodicals. (AEF)

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